



BENEFITS FOR YOU, OUR VALUED MEMBER!

Creative strategies, unique partnerships, innovative sponsorships, in-depth research, local and global resources and trend-spotting...

Business and Arts South Africa currently has over 160 members, ranging from large corporates to individual entrepreneurs. We provide a bespoke service for you, our members, providing resources, support and information in your endeavor to leverage your company within the arts sector.

1. Networking

Membership presents an opportunity to network with other members, directly or through programs, events or offers geared around members.

2. Access to events

a. During the year various events are scheduled specifically for Business and Arts South Africa members

b. Members regularly receive invitations to opening nights or premieres of arts events

c. Member companies partner with Business and Arts South Africa, at their discretion, in events targeting fellow members

d. Business and Arts South Africa provides direct access to tickets and events of your own personal choice

3. Publicity and Promotion

Business and Arts South Africa has initiated a passionate and assertive marketing and publicity campaign to drive recognition of businesses, arts organisations and the beneficiaries that they serve.

a. "The Business of the Arts", a Business and Arts South Africa/Summit TV initiative that looks at business-arts partnerships and related issues. This partnership has been extended to offer paid up Business and Arts South Africa members the following:

- A 30 second static board created by Summit TV carrying the sponsor's branding. This board will be updated weekly and will be used to highlight upcoming arts/culture events information, flighted twice per night between 18H00 – 23H00.
- Discounted advertising rates for Business and Arts South Africa members for sponsored Arts & Cultural activities on both Summit TV and The Home Channel. Business and Arts South Africa members would need to prove their membership



status or be endorsed by Business and Arts South Africa and before they qualify for the discount.

- Opportunity for cross promotion through additional flightings on **The Lifestyle Channel**, **The Home Channel**, broadcast on **DSTv Channel 182** - at the discretion of the Executive Producer.
 - Interactive consumer promotions/competitions. Should Business and Arts South Africa members wish to provide premium prizes or attendance opportunities to various arts and cultural events, **The Home Channel** will create a 30 second competition spot and offer these prizes to viewers.
- b. Business and Arts South Africa features business and arts stories on **Create**, a feature on **SAfm**, every Monday, Wednesday and Friday from 12h50 – 12h53 and a repeat on Saturday morning at 07h50.
- c. Opportunity to feature on **BASA Today** on **Radio 1485** every Sunday from 11h00 to 12h00 and on Friday evenings at 17h45 with business presenter Michael Coulson. The station is broadcast nationally on DSTV.
- d. The **OFM Kultuur Kruiva** programme, in association with Business and Arts South Africa offers members an opportunity to feature on this programme, broadcasted to central South Africa every Thursday 11:15 am, on **OFM**.
- e. Edmund Mhlongo, writes a monthly column in the **Ilanga Newspaper** covering industry standards as well as promoting the activities of Business and Arts South Africa and its corporate members.
- f. **Classic fm** Business and Arts South Africa is currently negotiating a BASA slot on the station
- g. Ongoing referrals through Business and Arts South Africa and through its marketing team to various other media opportunities.

4. Access to information, research and impartial advisory service

- a. Our primary service to members is that of identifying potential opportunities (in terms of sponsorship and corporate social investment) within the arts sector, based on a brief provided by the company, with the aim of brokering partnerships. Several mutually successful and ongoing business-arts partnerships have been forged through Business and Arts South Africa. (All information is treated as confidential.)
- b. Business and Arts South Africa also offers access to similar international organisations, case references and experience from elsewhere in the world and research from our own local projects.



c. Business and Arts South Africa members receive copies of the bi-annual **Artstrack**, our series of research reports focusing on attitudes of the corporate sector, the public and the media towards the arts.

5. **Bespoke Service**

Business and Arts South Africa offers personalized and strategic Research to business, wanting to leverage its engagement with the arts. This Research will be billed for at competitive rates.

6. **Corporate profile**

Prestige attached to membership in an association that supports the elevation of the arts and cultural sector in our country. This is a sector identified as vital to the development of civil society and actively contributing to pressing socio-economic needs.

7. **Corporate Social Investment**

a. Membership with Business and Arts South Africa constitutes part of a company's commitment to Corporate Social Responsibility. Association with this credible organisation may be highlighted as part of your CSR programme.

b. Investment in the future of South Africa, with particular references to the King 3 Report and the FTSE/JSE Social Responsibility Index.

c. While many companies may not see a commitment to the arts in this light, experience has demonstrated that they are indeed a tool to raise a company's reputation and achieve engagement with social agenda, be it education, social inclusion, job creation, skills development or capacity building.

e. We offer members the opportunity to engage, through the **BASA Mentorship programme**, as mentors with registered NPO arts organisations.

8. **Supporting Grants**

Businesses who partner with Arts Organisations providing in-kind support or funding are able to apply for a Supporting Grant. The monies of the Grant are to be used to market and leverage the relationship further, providing real value to the Business, and the arts project.

Business and Arts South Africa gives preference to **Supporting Grant Applicants**, which are partnered by a Business and Arts South Africa members.

9. **Boardbank SA**

Historically, not for profit arts and cultural organisations have found it difficult to secure willing volunteers from the corporate sector to serve on their Boards. This has had a profound and, in some cases, negative impact on arts organisations.

To address this, Business and Arts South Africa is introducing Boardbank SA to help arts organisations access suitably qualified business people to serve on their Boards in a voluntary capacity.



The Boardbank SA programme is a resource for all registered arts/cultural organisations, enabling them to fulfill their governance requirements, while also securing the necessary expertise at a strategic board level.

10. Business Day BASA Awards, supported by Anglo American

The annual Business Day-BASA Awards attended by influential stakeholders in politics, business and the arts, and is an established platform to highlight your partnership with arts.

11. Newsletter and website

The BASA Bulletin is e-mailed every month to members inviting input and comment, offering members the opportunity to promote their activities. It highlights events and Best Practice in Arts Sponsorship.

Business and Arts South Africa's website offers hyperlinks to business members and regular updates of research and tactical marketing or sponsorship opportunities.

12. Priority status

From time to time members receive special or discounted offers, for example the forthcoming sponsorship seminars with Vega, the Cinemark advertising series etc. Again, any of these elements negotiated by Business and Arts South Africa offer members a return on investment.

13. Advocacy and Government

Business and Arts South Africa is involved in arts advocacy, and lobbies government on a variety of issues and projects. These include issues of funding, and fundraising, as regards tax benefits for our members, and the challenges of the ROI Model in South Africa

Where possible Business and Arts South Africa make introductions to Public Private partnerships possible.

14. BASA Membership 2011

Business and Arts South Africa's ongoing engagement with the Arts, means that we are constantly able to offer fresh, relevant and exciting opportunities to our members, with various options to suit individual needs:

a.	Companies with more than 1000 employees	: R 18 785.00 ex vat
b.	Companies with 200 – 1000 employees	: R 9 045.00 ex vat
c.	Companies with 50 – 199 employees	: R 4 870.00 ex vat
d.	Companies with 1 – 49 employees	: R 1 726.00 ex vat
e.	Friends of Business and Arts South Africa	: R 1 726.00 ex vat

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